

COMMUNICATIONS & MARKETING

March 2019

Jessica Long, Public Information Specialist II

LEARNING OBJECTIVES

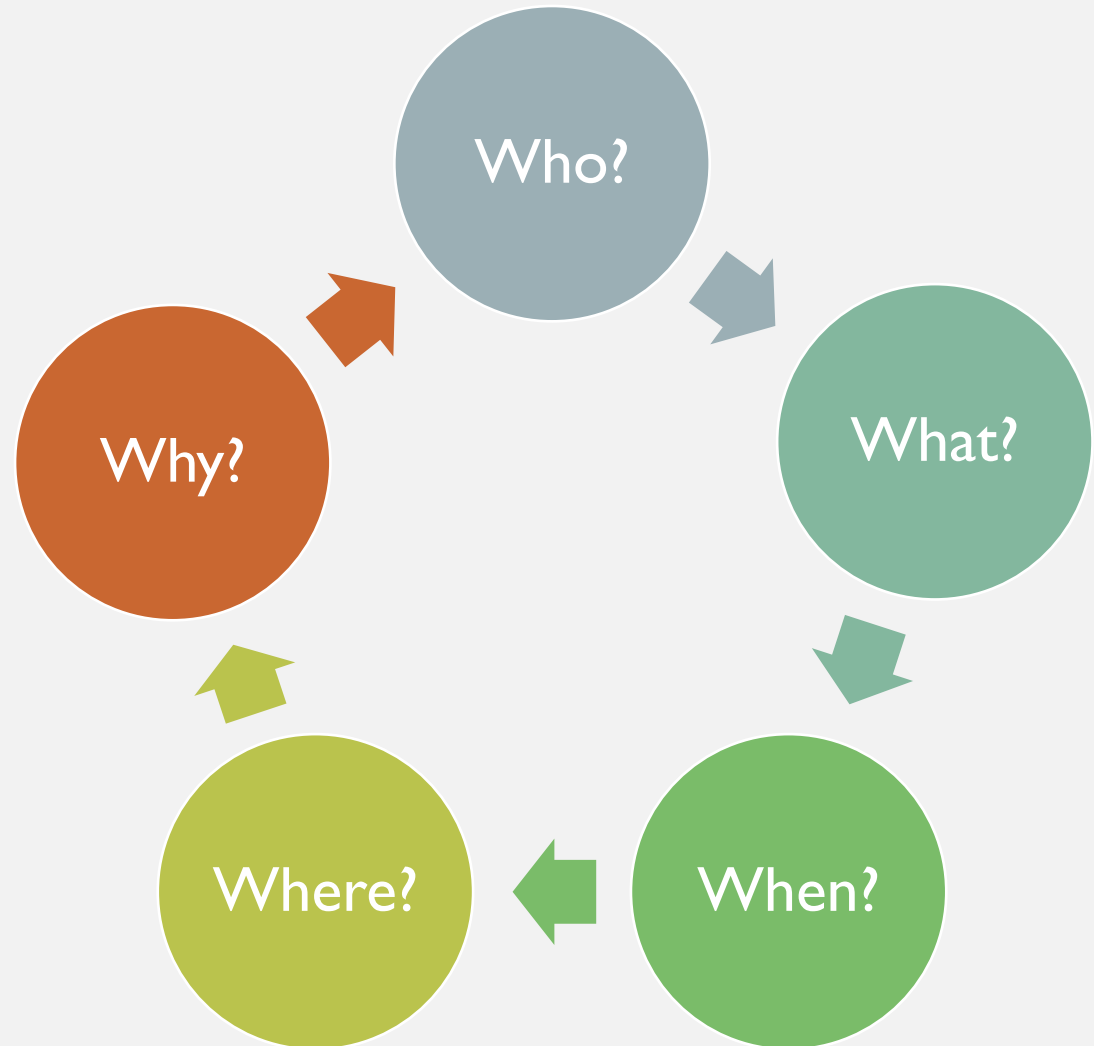
- Communicating Successes through Stories
- Using Video Effectively
- Social Media and Digital Communication
- How the Communications Unit Can Help

STORIES MATTER

- Stories amuse or engage us as people, but they are one of the best possible ways to teach
- Success stories are a powerful tool you can use to help businesses and community members understand what you do and why it's important

WHAT MAKES A GOOD STORY?

- Characters
- Setting
- Plot
- Conflict
- Resolution



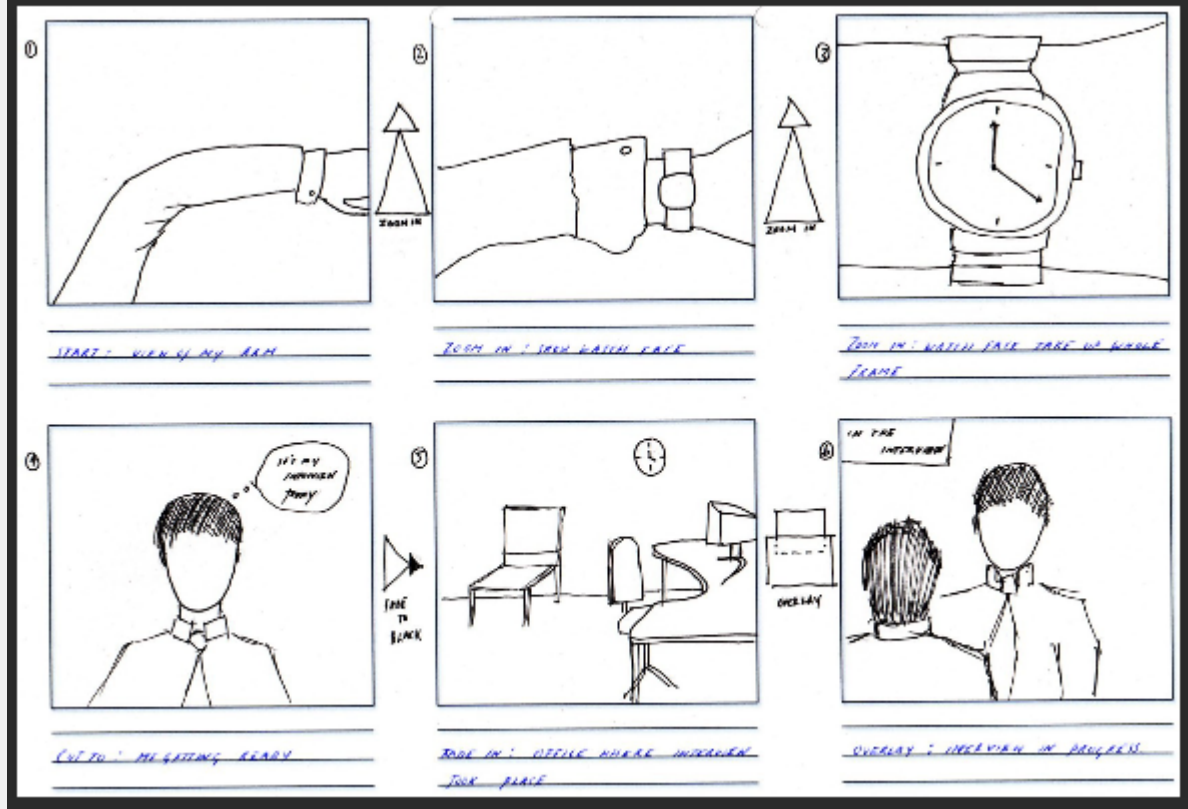
WHERE ARE YOUR STORIES?

- Your veterans are your stories
- Practice active listening
- Ask questions
- Follow up with those you've helped

I'M BUSY- WHY IS THIS IMPORTANT?

- Leveraging support in your community
- Statewide advocacy
- Recruiting additional businesses and participants to your program
- Showing pride in your work

STORYBOARD



VIDEO BASICS

- Shooting Video – video success stories allow individuals to tell their own story in their own words
- STORYBOARD or ask Comms to do so
- Have questions prepared
- Shoot B-Roll...we're walking, typing, and shaking hands – or collect additional photos

TIPS FOR SHOOTING VIDEO

- Find a quiet spot- for phone videos, external noise is hard to fix
- Put your phone in airplane mode
- Shoot multiple takes- they can be edited, merged, rearranged
- **HOLD YOUR PHONE HORIZONTALLY**
- Prop the phone on a stable surface
- Clean your camera lens
- Don't zoom, put the camera close

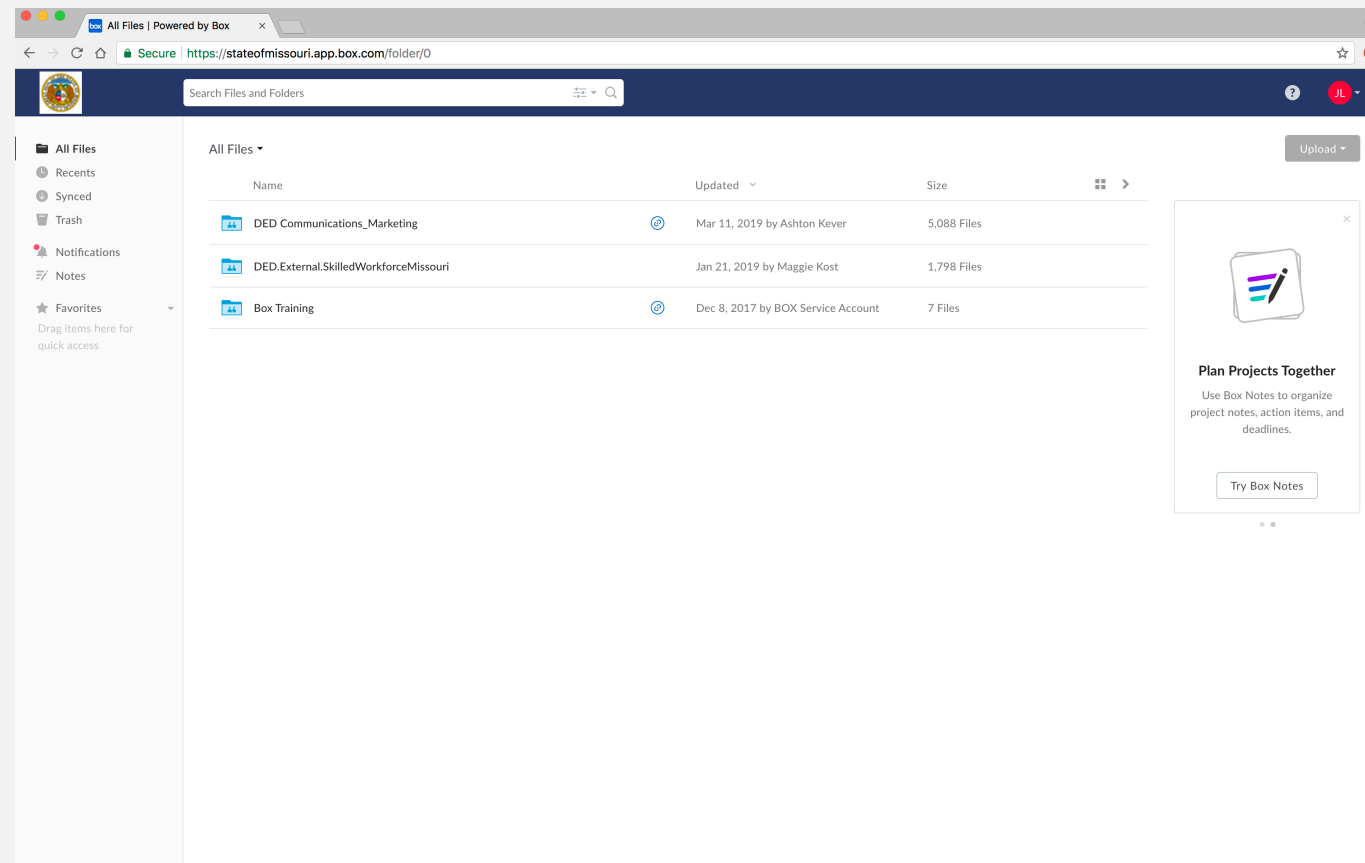
CAN'T GET VIDEO? HOW ABOUT PHOTOS?

- Workplace or employer
- In Training at the Job Center
- Involved in a conversation
- Walking into the building
- With family or friends
- In uniform



HOW TO GET YOUR FILES TO US

BOX



SOCIAL MEDIA

ACCESS

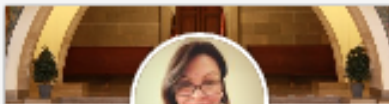
PROFESSIONALISM

TRY TO LIMIT YOUR TEXT IF POSSIBLE

YOU CANNOT POST FROM YOUR PERSONAL SITE...BUT

HOW TO MAKE THE RULES WORK

- Post the information to your approved social media, FaceBook or Twitter
- Copy the link using the Snipping tool
- Cross post to your own social media, including LinkedIn



Jessica Moreland Long

More jobs. Higher pay.
Best in the Midwest.

[View full profile](#)

180 Followers

Manage

Private to you

Your followers

Your drafts

Jessica's Activity

Articles

Posts

All activity



Jessica Moreland Long

More jobs. Higher pay. Best in the Midwest.
18h

...

Crossposting to LinkedIn from FaceBook.



Missouri Job Center - Arnold added an event.

March 7 at 6:18 AM · 🌐

...

This is event is free and open to the public. There will be resume reviews and mock interviews before the job fair. There will also be representatives from St. Louis Community College and Jefferson College for those interested in finding out more about education and training opportunities.

Veterans & Community Career Expo One Fabick Drive, Fenton MO 63026

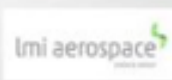
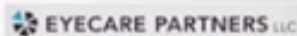
Saturday, April 13, 2019 10am–1pm

Resume Critique/Mock Interview 8-9:30 / Employer Veteran Programs 1-2:00

Please register with sherri.henderson@ded.mo.gov



Visit These Employers & More



Missouri Division of Workforce Development is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Missouri TDD number is 800-735-2262.

SAT, APR 13 AT 8 AM CDT

Veterans & Community Career Expo

1 Fabick Dr, Fenton, MO 63026-2928, United States

7 people interested

★ Interested



Like



Comment



Share

Interests

Companies



Sargent Shriver

National Center on

Poverty Law

✓ Following

872 followers



Missouri Farm

Bureau

✓ Following

1,522 followers



Columbia College

✓ Following

46,265 followers

[See all companies](#)

Schools



Columbia College

✓ Following

46,265 followers

Groups



Public Relations and

Communications Professionals

296,846 members



Marketing & PR Professionals in

Not-for-Profit

9,039 members

OTHER STUFF WE DO

- Flyers
- Rack cards
- FaceBook ads
- Graphics
- Helpful guides for shooting video...

COPYRIGHT

- Most materials on the internet are covered by some kind of copyright to protect the artists who create them
- It means that “borrowing” an image off the web is often considered “stealing”
- If you are unsure of where an image came from, please check with DWD Communications for assistance

WE ARE HERE TO HELP

DWDCcommunications@ded.mo.gov